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*****PHOTO OPPORTUNITY*****

Healthy Lifestyle Choices & Broadway Across America Honor Children’s Book Week

Healthy Lifestyle Choices Teaches New Orleans Students About the Effects of Stereotyping

WHO: Healthy Lifestyle Choices (HLC), Broadway Across America and first grade students from Hazel Park-Hilda Knoff Elementary.

WHAT: In honor of National Children’s Book Week, Healthy Lifestyle Choices is hosting a special reading of Andrew Clements Yoshi’s *Big Al* for students in a first grade class at Hazel Park-Hilda Knoff Elementary. As part of the Healthy Lifestyle Choices curriculum on stereotyping, *Big Al* is a short story about a fish whose large stature leads other smaller fish to stereotype him as scary and unfriendly, similar to Shrek’s character in *Shrek The Musical*.

As a special treat, each student attending the special reading of *Big Al* will receive a pair of *Shrek* ears, courtesy of Broadway Across America’s *Shrek The Musical*. Each student will also be eligible to win tickets to see *Shrek The Musical* when it comes to Mahalia Jackson Theater in New Orleans May 31 to June 5.

WHEN: Thursday, May 12
1:00 – 1:45 PM

WHERE: Hazel Park-Hilda Knoff Elementary
School Library
8809 Jefferson Highway
River Ridge, LA

WHY: Healthy Lifestyle Choices provides behavioral health education curriculum to schools throughout the country, including many schools in the Greater New Orleans area. The Healthy Lifestyle Choices lesson that corresponds with *Big Al* teaches children what a stereotype is and the effects it can have on others.

Just like *Big Al*, Broadway Across America’s *Shrek The Musical* teaches children that stereotypes and first impressions are not always true. An entirely new musical, *Shrek The Musical* is based on the story and characters from William Steig’s book *Shrek!*, as well as the DreamWorks Animation film *Shrek*, the first of the *Shrek* movie series.

For more information on Healthy Lifestyle Choices or how to incorporate its programs into your school or organization, please visit www.hlconline.org or contact Delery Rice at 504-299-1966 or drice@hlconline.org.

For more information on *Shrek The Musical* or to purchase tickets, visit <http://BroadwayInNewOrleans.com>, <http://www.mahaliajacksontheater.com> or the Mahalia Jackson Box Office. Tickets are also available at all Ticketmaster locations, <http://www.ticketmaster.com> or via phone at 800-982-2787 (ARTS). Group discounts for 20 or more are available by calling 504-287-0372.

Healthy Lifestyle Choices (HLC), CELEBRATING 10 YEARS, empowers children with the knowledge and lifelong skills to make healthier choices in the areas of nutrition, fitness, safety, conflict resolution and violence prevention, and substance abuse prevention. HLC employs a specifically designed school-based curriculum for children in pre-Kindergarten through grade 8 to provide them with the skills to combat obesity, violence, intentional/unintentional injury and substance abuse-- the leading causes of death and disability among youth and adults, and to make healthy choices before adolescence when most of these behaviors begin. HLC programs currently reach more than 200,000 children in 44 Louisiana parishes and 40 states.

Broadway Across America is part of the Key Brand Entertainment family of companies, which includes Broadway.com, and is owned and operated by British theatre producer John Gore (CEO) and entertainment industry veteran Thomas B. McGrath (Chairman). Broadway Across America presents first-class touring musicals and plays across 40 North American cities. Broadway.com is the premier theater website for news, exclusive content and ticket sales. Under the supervision of Beth Williams (COO and Head of Production), Broadway Across America is also dedicated to the development and production of new and diverse theatre. Current Broadway productions include How To Succeed in Business Without Really Trying starring Daniel Radcliffe and John Larroquette, Million Dollar Quartet, Priscilla Queen of the Desert, Jerusalem, Memphis, La Cage Aux Folles, the West End production of Million Dollar Quartet and the touring production of Dreamworks’ Madagascar Live! For more information, please visit BroadwayAcrossAmerica.com and Broadway.com.

Shrek The Musical - In a faraway kingdom turned upside down, things get ugly when an unseemly ogre—not a handsome prince—shows up to rescue a feisty princess. Throw in a donkey who won’t shut up, a bad guy with a SHORT temper, a cookie with an attitude and over a dozen other fairy tale misfits, and you’ve got the kind of mess that calls for a real hero. Luckily, there’s one on hand...and his name is Shrek. Come and experience the Shrek The Musical, based on the Academy Award winning DreamWorks film that started it all. Shrek brings the story of everyone’s favorite ogre to dazzling new life on the stage. Full of all-new songs, great dancing and breathtaking scenery, Shrek The Musical is part romance, part twisted fairy tale and all irreverent fun for everyone!

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